



## Market Intelligence Report for Millets

### REPURPOSING PUBLIC POLICIES FOR SUSTAINABLE WATER MANAGEMENT IN INDIAN AGRICULTURE

Water being a crucial raw material for improved productivity in agriculture, its sustainable management in a changing climate can't be over-emphasized. While going through various facts and trends on water for agricultural use in India, few startling facts come to attention. India is trying to take the following measures for water management.

Promote water-use-efficiency, re orienting policy incentives, adoption of sustainable water management technologies, watershed management approach, use of solar pumps, investments in research and innovation.

These initiatives look good and can help to a great extent to increase the production of millets as diversification of crops is one of the major ways to ensure water management. We can say that Indian exports of millets can be increased considering sustainable measures are being taken in the Indian agriculture.

### FOCUS ON CULTIVATION OF MINOR MILLETS

It has been noted that minor millets such as cholam, cumbu, ragi, thinai, varagu and kudiraivaali had been the staple diet of Tamil Nadu until a few decades ago.

With changes in lifestyle and eating habits, consumption of minor millets had declined.

The primary objective by the government right now is to bring more area under minor millets and increase the production and productivity thereby increasing the consumption of millets, leading to a healthier younger generation.

Millets are cultivated in rain-fed areas with very little water requirement and minimal use of fertilizers and plant protection measures. With very little investment, the farmers can get a good crop and with value addition they can double their income.

Focus is being provided by the government in this area by organizing workshops and seminars which helps the farmers to plan to increase the productions of millets. We can therefore expect an increase in the export of millets in the major export markets of India like Indonesia, Austria, Switzerland, New Zealand.

## INTERCROPPING TO RESTORE MILLET AREA MOOTED AT MEET

Since the area that had been traditionally used to cultivate millets is presently being replaced by cash crops like soya, groundnut and cotton, intercropping can be an option to bring back millets. A five-day national training programme on millets has also been organized in this regard where the possibilities of intercropping millets in commercial crops and major millets was discussed.

The main aim of the training was to discuss best practices on millet production, processing facilities, value chain mechanism, marketing etc. and to share and exchange the Andhra Pradesh and Odisha Millet Mission experiences on millets with the north and central Indian regions. This would greatly help India to increase production of millets and therefore would help to increase our export in the major export markets of India like Indonesia, Austria, Switzerland, New Zealand.